From Philip Morris

NICOTINE EXTRACTED TO BACCO

HOW A HILL OF BEANS HELPED PERCOLATE THE NEXT BREAKTHROUGH IN SMOKING.

"If they can remove caffeine from coffee and still keep its distinct flavor, why can't we do the same with tobacco?"

That simple question inspired Philip Morris to create the first eigenete made with meotine-extracted tobacco.

97% of the meeting has been removed. Taken away naturally by

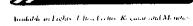
9 TEEZAGFOZ our patented extraction process, the same way caffeine is removed from coffee

Leaving our mild natural tobacces mild and natural

And leaving you with a distimet, light smoke infike any you've ever fried

WHAT YOU WANT OUT OF A CIGARETTE.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.



CONCEPT AD: ART NAME TEST-I